
FOR IMMEDIATE RELEASE

SKECHERS AND MARCOLIN CONSOLIDATE PARTNERSHIP BY RENEWING EYEWEAR LICENSING AGREEMENT

Longarone (Belluno), Italy—6 May 2014—Marcolin Group, leading company in the eyewear industry, and SKECHERS USA, Inc., an award-winning global leader in the lifestyle and performance footwear industry, announced today the renewal of their licensing agreement for the design, production and worldwide distribution of SKECHERS optical frames and sunglasses.

Initially launched through a licensing partnership with Viva International in 2010, this new multiyear agreement has been expanded to include the Marcolin Group.

"We are happy to announce this renewal," began Giovanni Zoppas, CEO of Marcolin Group. "The solid partnership with a worldwide brand like SKECHERS strengthens our position in the American market and gives us further opportunities for other markets that we are now targeting."

"The eyewear business has always been key to establishing SKECHERS as a head to toe brand," added Michael Greenberg, president of SKECHERS. "We're excited to be extending one of our first and most successful licensing partnerships, and we look forward to growing in this market with the expanded reach of the Marcolin Group."

The collection—with offerings for men, women, boys and girls—takes its inspiration from the fashion-forward styling and attitude found in the brand's footwear designs. Featuring innovative designs and a variety of sporty elements, including soft-touch temple trims, sculpted detailing and two-tone colorations, the SKECHERS eyewear collection is perfect for today's trend-savvy consumer. Multi-striped acetates and matte finished metals also accentuate the collection's overall design aesthetic.

SKECHERS Eyewear is available at authorized ecommerce retailers including framesdirect.com and glasses.com as well as opticians' offices. The sunglasses are also sold at independent retailers and department stores as well as in select SKECHERS retail stores throughout the United States and around the world.

About Marcolin

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2013, the company sold about 5.5 million eyeglasses with more than 700 models. The portfolio of brands under license includes: Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction and Timberland. The Group's own brands include Marcolin, National and Web. In December 2013, Marcolin finalized the acquisition of Viva Optique significantly strengthening its brand portfolio and the distribution structure, particularly in the U.S.

About Viva International Group

Viva International Group is the second-ranked U.S. company in the field of eyewear. Its portfolio consists of a full spectrum of brands including GUESS, GANT, Harley-Davidson®, Marciano, Catherine Deneuve, SKECHERS, BONGO®, CANDIE'S® and RAMPAGE®, as well as value names Viva, Magic Clip®, and Savvy.

About SKECHERS USA, Inc.

SKECHERS USA, Inc. (NYSE:SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. For more information, please visit skechers.com, and follow us on Facebook (facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, without limitation, the Company's future growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned opening of new stores, advertising and marketing initiatives. Forward-looking statements can be identified by the use of forward looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will be," "will continue," "will result," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences include the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; entry into the highly competitive performance footwear market; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers, decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in the Company's annual report on Form 10-K for the year ended December 31, 2013. The risks included here are not exhaustive. The Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time and the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.

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